

I CLAIM:

1. A keg topping device for emplacing on a top end of a keg, around a keg mouth, comprising:
 - a disc member having an opening forming an inner rim; and
 - a graphic design disposed on a surface of the disc member, and exposed to view,
wherein the surface of the disc member, surrounding the opening, is a continuous surface.
2. The device according to claim 1, wherein the disc member is flat.
3. The device according to claim 1, wherein the disc member has a convex shape.
4. The device according to claim 1, wherein the disc member is formed from a hard plastic.
5. The device according to claim 4, wherein the disc member is formed to serve as a shelf.
6. The device according to claim 1, wherein the disc member is formed from photography paper.

7. The device according to claim 1, wherein the disc member is formed from a vinyl-based material.

8. The device according to claim 1, wherein the disc member is formed from a magnet.

9. The device according to claim 1, wherein the surface of the disc is textured.

10. The device according to claim 1, wherein the graphic design comprises an advertising component.

11. The device according to claim 1, wherein the disc member is attached to the keg by a fastening feature selected from a group consisting of foam, glue, magnets, and statically charged materials.

12. The device according to claim 11, wherein the graphic design is disposed on a first surface of the disc member and an adhesive is disposed on a second surface of the disc member, the second surface being opposite to the first surface.

13. The device according to claim 1, wherein the disc member has an adhesive on an inner rim that fixedly attaches a perimeter of the inner rim to an outer surface of the keg mouth.

14. The device according to claim 1, wherein the disc member comprises an adhesive portion on a surface opposite from the graphic design.

15. The device according to claim 1, wherein the disc member comprises a shape representative of an advertising logotype.

16. The device according to claim 1, wherein the disc member comprises weights to stabilize the member on the upper surface of the keg.

17. The device according to claim 1, wherein the disc member comprises a laminate disposed on at least one surface thereof.

18. The device according to claim 17, wherein the laminate is disposed on the graphic design.

19. A keg topping device for advertising on a top end surface of a keg, the device comprising:

a flat disc member having opposing surfaces and a centrally located opening; and

an advertising component superimposed on the disc member, wherein the opposing surfaces of the disc member are free from perforations.

20. A method of mounting a disc member onto a top end of a container, the disc member having an opening therethrough forming an inner rim and a smooth continuous surface around the inner rim, wherein a graphic design is superimposed on a first surface of the disc member, the method comprising:

providing a container for filling with a predetermined commodity, having a top portion with a protruding mouth;

positioning the opening of the disc member at an angle over the protruding mouth of the container;

lowering the disc member so that the inner rim of the opening circumscribes the protruding mouth;

emplacing the disc member on an upper surface of the container at the top end so that the graphic design is exposed to view; and

smoothing an outer edge of the disc member around a base of the protruding mouth.

21. The method according to claim 20, wherein emplacing the disc member on an upper surface of the container around a mouth thereof, comprises:

fastening a perimeter of the inner rim to a base around the protruding mouth with an adhesive.

22. A method of advertising on a keg having a top surface and a keg mouth protruding from the top surface, the method comprising:

providing an advertisement superimposed onto a disc member, the disc member having a smooth continuous surface surrounding an opening therethrough, and an outer edge;

positioning the advertising component to be exposed to view;

sliding, at an angle, the opening of the disc member over the protruding mouth of the keg; and

smoothing the outer edge of the disc member onto the top surface of the keg.